

## MINORITY MARKETS

**(U.S. POPULATION BY MAJOR RACIAL AND ETHNIC GROUP, 1995; PERCENT OF TOTAL; MEDIAN AGE IN 1995; PERCENT CHANGE 1990–95; AND PERCENT OF 1990–95 GROWTH FOR EACH GROUP)**

RACE	POPULATION IN MILLIONS	PERCENT OF TOTAL	MEDIAN AGE	PERCENT CHANGE 1990–95	PERCENT OF 1990–95 GROWTH
ALL PERSONS .....	262	100.0 %	34	5.6 %	100 %
WHITE, NON-HISPANIC .....	193	73.8	36	2.8	38
BLACK, NON-HISPANIC .....	31	12.0	29	7.8	16
ASIAN, NON-HISPANIC .....	9	3.4	30	24.8	15
HISPANIC .....	26	10.0	27	18.8	30
AMERICAN INDIAN, ESKIMO, AND ALEUT, NON-HISPANIC .....	2	0.7	27	7.0	1

Note: Hispanics may be of any race. Numbers may not add to total due to rounding.

SOURCE: CENSUS BUREAU DATA

## GENERATIONS IN PROFILE

**(U.S. GENERATIONS BY AGE, PERCENT OF TOTAL POPULATION,  
AND SIZE IN 1995)**

GENERATION	AGES	PERCENT OF POPULATION	SIZE (IN MILLIONS)
KIDS AND TEENS .....	under 18	26 %	68
BABY BUSTERS .....	18 to 29	17	45
BABY BOOMERS .....	30 to 49	31	81
MATURE MARKET .....	50 and older	26	68

SOURCE: CENSUS BUREAU SURVEYS

Source: *American Demographics*, "The People," Feb. 1995, pp. 26–27. Reprinted with permission.

1. Which table(s) or graph(s) provide the following information?

a. Percent of the total population by age group

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b. The number of people included in the U.S. Hispanic population

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c. How many kids and teens there were in the United States in 1995

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d. How much a given age group has increased or decreased from 1990–95

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